

RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

December 16, 1997

RJR Account #336100
KINNEY DRUGS

DORAL \$1.00 OFF 2-PACKS / TEAR TAPE PROMOTION #800004

DORAL \$1.00 OFF 2-PACKS SPECIAL OFFER TEAR TAPE PRODUCT has been ordered (see quantities listed below). 1 preassembled Counter Display (Item #535625) will be shipped to each store to pack this promotion. All additional pertinent promotional information is listed below:

#/ (6M) Cases

<u>Promoted</u> <u>Product</u>	<u>Brand Styles</u>	<u>UPC Code</u>
<u>2</u>	Doral Light	12300-24698
<u>1</u>	Doral Light 100	12300-24750
<u>1</u>	Doral Lt Men 100	12300-24752
<u>2</u>	Doral FF 100	12300-24751

PO # _____

Product / Premium Arrival: **January 5, 1998**

Ship Date to Retail: **Week of: January 20, 1998**

Displays (Item #53625)

SKU CUBE: **0.4965**

SKU WT (w/o Product): **1.5625 lbs**

Retail Sales Offer per Sku: **20 units**

Billing per Sku: **4 Savings Cartons**

EFT \$ Amount: **\$910.80**

51845 9795

-2-

\$1.00 2-Pack Tear Tape
KINNEY DRUGS

Promotion Description:

Each Doral pack will have ".50¢ Off" Tear Tape. Product is pre-sleeved; each carton contains five 2-pack offers. One carton of each of the 4 brand styles should be placed in Counter Display.

Brand Styles: Doral Lt / Doral Lt 100 / Doral Lt Men 100 / Doral FF 100

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
See attached 'Wholesaler Packing Instructions'

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: D. Keeney

L. E. MacWilliams

Att: Wholesaler Packing Instructions

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

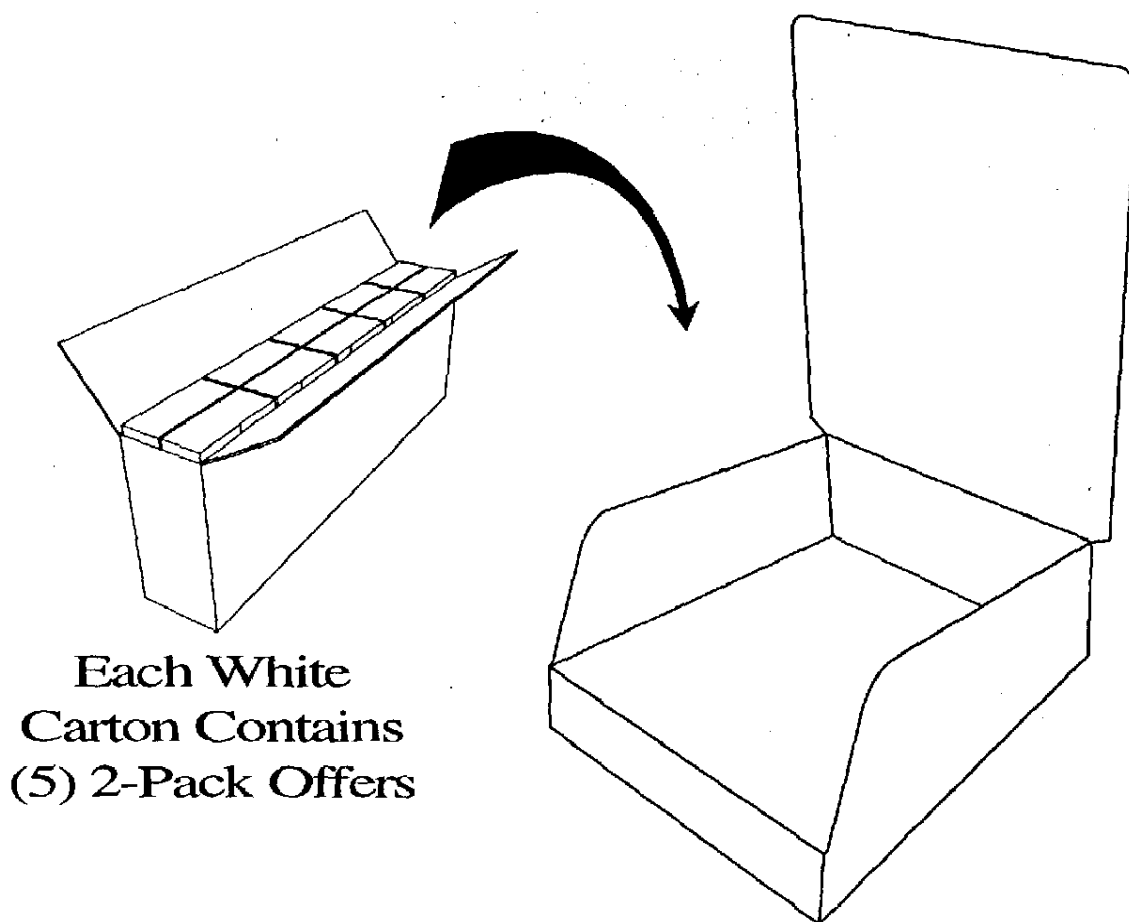
JAN50DOR.DOC

51845 9796

Retailer Packing Instructions

DORAL

**Consumer Offer:
\$1.00/2 Packs Doral**



Each White
Carton Contains
(5) 2-Pack Offers

- 1 Remove Offers From White Cartons And Place (20) 2-Pack Offers In Display
- 2 Place Display In Prominent Selling Location
- 3 Actual Retail Selling Price Should Be \$1.00 Off The Everyday Non-promoted Price For 2 Packs Of Doral

DATE: 97-11-10
TIME: 09:12 AM

WHOLESALE : 336100 KINNEY DRUGS, INC. <DIRECT>
 TEMPLATE : 800004 80100 DOR JAN \$1/2 NO
 TEMPLATE SFO : 0001
 SALES LEVEL : 16XXXXX

TERM	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162201	162323	076170	KINNEY DRUG #12	RT. 11	MALONE	NY	12953	1		1874-0000		(518)483-4110
162201	162248	171448	KINNEY DRUG #13	144 EASTERN BLVD	WATERTOWN	NY	13601	1		1874-0000		(315)788-3570
162201	162239	171490	KINNEY DRUG #15	1330 WASHINGTON S	WATERTOWN	NY	13601	1		1874-0000		(315)782-5700
162201	162239	171498	KINNEY DRUG #8	SEAWAY PLAZA	WATERTOWN	NY	13601	1		1874-0000		(315)782-6530
162201	162239	172591	KINNEY DRUG #9	SEAWAY PLAZA	ODDENSEBURG	NY	13669	1		1874-0000		(315)393-2440
162201	162239	172608	KINNEY DRUG #17	182 MARKET ST	POTSDAM	NY	13676	1		1874-0000		(315)265-2770
162201	162239	172614	KINNEY DRUG #5	19 MARKET ST	POTSDAM	NY	13676	1		1874-0000		(315)265-8600
162201	162239	172634	KINNEY DRUG #1	27-29 MAIN ST	GOVERNMENT	NY	13642	1		1874-0000		(315)287-4012
162201	162323	177996	KINNEY DRUG #14	107 E MAIN ST	MALONE	NY	12953	1		1874-0000		(518)483-3371
162201	162239	415326	KINNEY DRUG #34	371 E MAIN ST	GOVERNMENT	NY	13642	1		1874-0000		(315)287-2900
162201	162239	491363	KINNEY DRUG #10	ST REGIS & MALBY	MASSENA	NY	13662	1		1874-0000		(315)764-0559
162201	162323	555968	KINNEY DRUG #2	188 BROADWAY	SARATOGA LAKE	NY	12983	1		1874-0000		(518)891-3132
162201	162239	599669	KINNEY DRUG #16	ROUTE 310	CANTON	NY	13617	1		1874-0000		(315)386-4553
162201	162323	630505	KINNEY DRUG #39	DEMARIS BLVD.	TUPPER LAKE	NY	12986	1		1874-0000		(518)359-9773
162201	162239	652798	KINNEY DRUG #41	210 NORTH MAIN ST	MASSENA	NY	13662	1		1874-0000		(315)769-0311
162201	162239	652801	KINNEY DRUG #42	88 CHURCH ST.	ALEXANDRIA BAY	NY	13607	1		1874-0000		(315)482-6171
162201	162239	727956	KINNEY DRUG #30	905 COFFEE ST	WATERTOWN	NY	13601	1		1874-0000		(315)482-6171
162201	162239	773645	KINNEY DRUG #48	822 JAMES ST	CLAYTON	NY	13624	1		1874-0000		(315)686-5121
162201	162239	773645	KINNEY DRUG #6	700 W END AVE	CARTHAGE	NY	13619	1		1874-0000		(315)232-4562
162201	162239	773645	KINNEY DRUG #4	50 JEFFERSON PLAZ	ADAMS	NY	13605	1		1874-0000		(315)232-4562
162201	162239	773645	KINNEY DRUG #24	7556 JEFFERSON ST	PULASKI	NY	13142	1		1874-0000		(315)298-2024
162201	162239	773645	KINNEY DRUG #20	7395 TURIN RD	LOWVILLE	NY	13367	1		1874-0000		(315)376-7551
162201	162239	773645	KINNEY DRUG #32	BREWERTON CENTER	BREWERTON	NY	13029	1		1874-0000		(315)633-0073
162201	162239	773645	KINNEY DRUG #37	8001 ROUTE 31	BRIDGEPORT	NY	13030	1		1874-0000		(315)633-0073
162201	162239	773645	KINNEY DRUG #43	8188 SMOKEY HOLLOW	BALDWINSVILLE	NY	13027	1		1874-0000		(315)635-3155
162201	162239	773645	KINNEY DRUG #47	3318 MAIN STREET	MEXICO	NY	13114	1		1874-0000		(315)245-1224
162201	162239	773645	KINNEY DRUG #3	2 PRESTON HILL ST	CAMDEN	NY	13316	1		1874-0000		(315)245-1224
162201	162239	773645	KINNEY DRUG #35	269 HARRY L DR	JOHNSON CITY	NY	13790	1	NYS	1874-0000		(607)729-3414
162201	162239	773645	KINNEY DRUG #7	3660 STATE ROUTE	CORTLAND	NY	13045	1		1874-0000		(607)753-9359
162201	162239	773645	KINNEY DRUG #36	14 CLINTON ST	CORTLAND	NY	13045	1		1874-0000		(607)753-1591
162201	162239	773645	KINNEY DRUG #28	55 N MAIN ST	DOUGSVILLE	NY	13329	1		1874-0000		(315)429-8565
162201	162239	773645	KINNEY DRUG #46	703 E GENESEE ST	CHITTENANGO	NY	13037	1		1874-0000		(315)687-6110
162201	162239	773645	KINNEY DRUG #27	50 CENTRAL PLZ	ILION	NY	13357	1		1874-0000		(315)687-6110
162201	162239	773645	KINNEY DRUG #45	26 W MAIN ST	RICHFIELD SPR	NY	13439	1		1874-0000		(315)858-3229
162201	162239	773645	KINNEY DRUG #18	US RT 7	ST ALBANS	VT	05478	1		1874-0000		(802)524-6543
162201	162239	773645	KINNEY DRUG #19	HIG N PLAZA	PLATTSBURGH	NY	12901	1		1874-0000		(518)561-3510
162201	162239	773645	KINNEY DRUG #26	RT 287	COLCHESTER	VT	05446	1		1874-0000		(802)878-2398
162201	162239	773645	KINNEY DRUG #40	52 BOYNTON AVE	PLATTSBURGH	NY	12901	1		1874-0000		(518)561-8667
162201	162239	773645	KINNEY DRUG #25	PARK PLACE	ST JOHNSVILLE	NY	13452	1		1874-0000		(518)568-2400
162201	162239	773645	KINNEY DRUG #21	70 PEARL ST	ESSEX JUNCTION	VT	05452	1		1874-0000		(802)878-5351
162201	162239	773645	KINNEY DRUG #11	AMES PLAZA	BARRE	VT	05641	1		1874-0000		(802)476-6659
162201	162239	773645	KINNEY DRUG #23	MORRISVILLE PLAZA	MORRISVILLE	VT	05661	1		1874-0000		(802)888-5244

5N55B2 WORKPLAN VAP TEMPLATE LISTING

PAGE: 16

DATE: 97-11-10

TIME: 09:12 AM

WHOLESALE : 336100 KINNEY DRUGS, INC. <DIRECT>

TEMPLATE : 800004 80100 DOR JAN \$1/2 NO

TEMPLATE SEQ : 0001

SALES LEVEL : 16XXXX

TRR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
163802	163829	599665	KINNEY DRUG #38	VILLAGE COURT SHO MIDDLEBURY	VT	05753	1	1874	0000	1874-0000	(802)388-0973	
163802	163829	760411	KINNEY DRUG #22	RD 2 BOX 30	VT	05491	1	1874	0000	1874-0000	(802)877-3148	

PAGE BREAK TOTAL ACCOUNTS 44 TOTAL QUANTITY 44

TEMPLATE TOTAL ACCOUNTS 44 TOTAL QUANTITY 44